



“THE BIRTHPLACE OF THE STATE OF NEW YORK”
OFFICE OF THE MAYOR

THOMAS M. ROACH
MAYOR

t: 914.422.1411
f: 914.422.1395

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Contact: Karen Pasquale
Tel: (914) 422-1411
kpasquale@whiteplainsny.gov

**CITY OF WHITE PLAINS LAUNCHES PUBLIC
ART PROJECT IN RENAISSANCE PLAZA
Public Invited to Participate**

White Plains Mayor Tom Roach announced today that the City of White Plains will be installing a well-known public art project in downtown White Plains on Monday, July 1st. The project, known as “Before I Die...” will be installed in Renaissance Plaza (also known as Fountain Park) on Main Street between Mamaroneck Avenue and Court Street.

Before I Die is a global public art project that invites people to reflect on their lives and share their personal aspirations in public space. The original wall was created by artist Candy Chang on an abandoned house in her neighborhood in New Orleans after she lost someone she loved. Since then, more than 100 walls have been created in over 10 languages and in over 30 countries, including Kazakhstan, Argentina, Korea, Italy, Australia, Germany, South Africa, and in numerous cities throughout the United States.

Mayor Roach said, “The City of White Plains decided to bring the project here because we wanted to create a space where everyone could come together in a positive way, as well as showcase the vibrancy of our city and the strength of our community.”

The City Department of Public Works created the temporary “wall” on which the phrase, “Before I Die I Want To...” is stenciled numerous times. The public is invited to take up a piece of chalk and complete the sentence in their own way, expressing their dreams, their goals and their positive thoughts. Participation is open to all. People throughout the world have actively and enthusiastically participated, helping to create numerous walls that are inspiring and heartfelt to read.

(More)



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So, as you stroll through the Plaza during your lunch hour, or after you get your latte, don't forget to stop at the Before I Die wall, add your own thoughts, and read those of others in our community.

For more information on the Before I Die...project, please visit: www.beforeidie.cc.

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